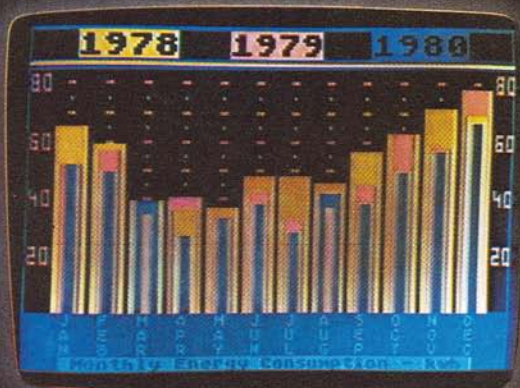


ATARI® 800™

PERSONAL COMPUTER SYSTEM



ATARI PERSONAL

You don't have to be

The advanced electronics of the ATARI 400 and ATARI 800 systems make them simple to use. Even if you've never used a computer before. Yet for the sophisticated user, they offer full user-programmability.

COMPREHENSIVE SOFTWARE

Dozens of programs are presently available for Atari computers:

- Business management programs to keep you on top of customer lists, cash flow, inventory and sales.
- Programs that can help you manage your investments, home expenses and expenditures.
- Interactive educational programs through the Atari Talk & Teach™ Educational System. Self-paced instruction is available in many separate subject areas.
- Home entertainment programs that turn your television screen into a playground that will challenge and entertain the whole family.



EXPANDABLE SYSTEMS

Both the ATARI 400 and ATARI 800 are supplied with 8K bytes of Random Access Memory (RAM), a 10K Read Only Memory (ROM) Operating System, and an 8K Atari BASIC Language Cartridge. Increase your ATARI 400 to 16K of RAM at your service center. The ATARI 800 accepts up to 48K of RAM in user-installed RAM modules. Plug in optional ROM cartridges to expand your system by 16K of ROM.

PRE-RECORDED PROGRAMS

Load Atari programs in cassette tape, plug-in ROM cartridges, diskette, or, program your ATARI System in Atari BASIC. Pilot, Pascal and Assembler Language Cartridges will be available later in 1980.



BUILT-IN SOUND

Both the ATARI 400 and ATARI 800 feature four independent sound synthesizers and a built-in speaker.

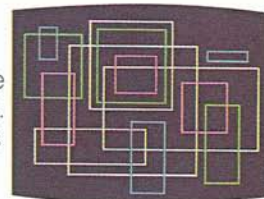
COMPUTER SYSTEMS

a genius to use one.

ADVANCED COLOR GRAPHICS

ATARI Systems offer a full range of built-in graphics capabilities.

- Upper and lower case letters plus graphics control from a full 57-key keyboard
- 128 color variations (16 colors in 8 luminance levels)
- Eight graphic modes plus 29 keystroke graphics
- Four-way cursor control



CONNECT TO ANY TV

ATARI Systems are FCC approved and have a built-in RF modulator. You simply attach them to any home television set, causing no interference to nearby sets. A television interface is provided with both systems.

SYSTEM PERIPHERALS

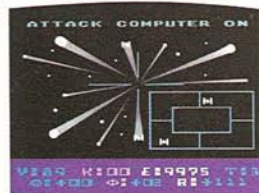
Connect Atari's full range of systems peripherals to either computer through the serial I/O port. Four controller ports are also standard.*

SYSTEMS THAT GROW

ATARI Systems are designed to be modularly expandable. Add peripherals. Add memory. Add programs. When you need them. When you want them.

RELIABLE SYSTEMS

Atari builds the only personal computers that are fully tested and tracked by a master computer, the Atari Sentinel System. What that means to you is maximum reliability. But, should anything go wrong, you'll find a network of Atari Authorized Service Centers throughout the country. Each, linked to the Sentinel System for immediate analysis and repair of any problem.



SEE FOR YOURSELF

Your computer retailer will be happy to demonstrate the power of the ATARI 400 and ATARI 800 computers. Plus, the business, home management, financial, education and entertainment programs presently available.

*16K RAM required for disk drives.

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ATARI SYSTEMS

SPECIFICATIONS

Consoles: FCC approved, with built-in RF modulator. Connects to any TV.

CPU: 6502B Microprocessor; 0.56 microsecond cycle; 1.8 MHz.

Color: 16 colors, each with 8 intensities.

Sound: Four independent sound synthesizers for musical tones or game sounds. Four octaves. Variable volume. Internal speaker (in addition to audio through TV).

Memory: 8K bytes of Random Access Memory is included. The ATARI 400 may be expanded to 16K at your service center. The ATARI 800 may be expanded up to 48K RAM with user-installed 8K or 16K Atari Memory Module™. Both systems include a 10K ROM Operating System. ROM may be expanded by 16K with user-installed solid-state cartridge programs.

Keyboard: Full 57 alphanumeric keys plus 4 function keys. Upper/lower case. Inverse video. Full screen editing. Four-way cursor control, 29 keystroke graphics. ATARI 800—full-stroke keyboard. ATARI 400—monopanel keyboard.

I/O: Serial input/output port for simple connection to peripherals. Four controller jacks for joystick and paddle controllers.

Language: Atari BASIC. 8K BASIC ROM cartridge is included.

Display: Television screen. Resolution 320 x 192. 24 lines of 40 characters.

Power: AC transformer. UL approved.

Dimensions: ATARI 800—16" x 12½" x 4½" 9¾ lbs.
ATARI 400—13½" x 11½" x 4½" 5¾ lbs.

Warranty: 90 day parts and labor.

ADDITIONAL ATARI 800 FEATURES:

RAM Memory: Expandable to 48K bytes with user-installed RAM Memory Modules.

Keyboard: 57 full-stroke keys plus 4 function keys.

Monitor Jack: Composite video output for connection to a monitor.

Data Storage: The ATARI 410 Cassette Tape Program Recorder is included.

Programs: Atari BASIC language cartridge and Talk & Teach™ Educational System Master Cartridge included.



ATARI 810
Disk Drive



ATARI 825
80 Column
Printer



Atari RAM
Memory Modules
(800 only)



THE ATARI 800 COMPUTER



ATARI 850
Interface Module



Joystick
Controllers



ATARI 830
Acoustic Modem

BUSINESS MANAGEMENT

Use your ATARI System to track cash flow, manage lists, store and retrieve financial data...and more. As you become more familiar with the computer, you can develop programs specifically tailored to your business requirements. Another useful feature is the Atari's color graphics capability. With it, you can create and store sales and operating charts, graphs and tables in as many as 128 color variations.

HOME & FINANCIAL MANAGEMENT

Within the home, use your Atari to store, index and retrieve large amounts of information. With the optional Financial Management programs, you can organize your family budget, manage your portfolio and maintain a running record of bills and expenditures. Other programs allow you to plan family nutrition, maintain mailing lists, plan a long-range weightwatcher's menu or simply store important household data.

ATARI SYSTEMS

ACCESSORIES

ATARI 820
Dot Matrix
Printer

THE ATARI 400 COMPUTER

ATARI 410
Cassette Tape
Program Recorder

Atari plug-in
cartridge programs

Paddle
controllers

ATARI® 410™ Cassette Tape Program Recorder. Allows loading and storage of computer programs and use of Atari Talk & Teach™ programs. Up to 100K bytes of data storage per 60 min. tape. Supplied with ATARI 800. Optional with the ATARI 400.

ATARI® 810™ Disk Drive. Uses standard 5¼" diskettes to provide up to 88K of high-speed data access per disk. The ATARI Systems can individually access up to 4 disk drives (16K RAM required).

ATARI® 820™ 40 Column Dot Matrix Impact Printer. Generates hard copy print-out of computer data and program material. Prints upper/lower case at 2000 characters per minute.

ATARI® 825™ 80 Column Dot Matrix Impact Printer. Provides full 80 column print-out of program listings and results.*

ATARI® 830™ Acoustic Modem. Through the Modem, Atari owners are able to transmit and receive data to and from remote terminals via telephone. Allows access to systems such as newswires, stock quotations and other large data bases.*

ATARI® 850™ Interface Module. Allows connection of RS-232 and other peripheral devices.

ATARI CONTROLLERS. Paddle and joystick controllers allow up to eight players to compete in Atari action games.


ATARI PROGRAMS. Dozens of programs are presently available for ATARI Systems. Individual programs are available in plug-in cartridges, on tape and diskettes. Many additional programs are presently under development.

ATARI Systems, software and peripherals are available at your Atari retailer.

*Requires ATARI 850 Interface Module.

ATARI reserves the right to make changes in materials and specifications without notice.

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EDUCATION

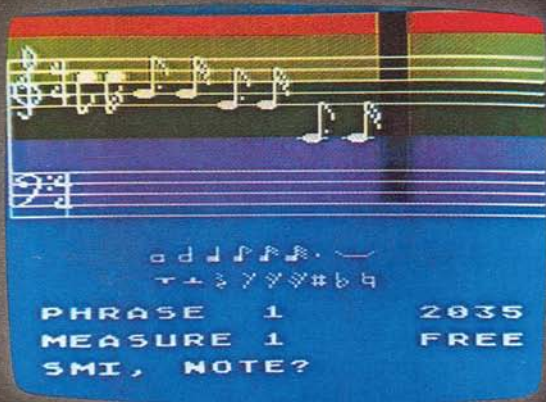
Your Atari is a fully programmable interactive computer. An educational tool in itself. In addition, the Atari Talk & Teach™ Educational System provides computerized, self-paced, interactive educational programs in a wide range of subjects. From beginning arithmetic to accounting. Atari Educational System cassette tapes provide sight, sound and interaction between the student and the computer.

HOME ENTERTAINMENT

Add Atari's optional game cartridges and hand controllers, and you can spend hours playing some of the most fascinating games available to computer owners. Chess, in eight levels of difficulty. Computer Basketball. Super Breakout™. Star Raider™. And many other games from the company that literally invented the home television game industry. What's more, the Atari's programmability allows you to create and store games of your own.

ATARI® 400™

PERSONAL COMPUTER SYSTEM



YOUR ATARI RETAILER